Australian Government

CUA60315 Advanced Diploma of Graphic Design

Release 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

CUA60315 Advanced Diploma of Graphic Design

Modification History

Release	Comments
Release 1	This qualification first released with CUA Creative Arts and Culture Training Package version 2.0.

Qualification Description

This qualification reflects the role of individuals who have highly specialised technical, creative and conceptual skills in visual communication to conceive, negotiate and realise design solutions.

Practice at this level is underpinned by the application of visual communication and design theory and history and the ability to critically analyse and synthesise information from a range of sources. Advanced communication, organisational and project management skills are also required.

Practitioners may work in many different commercial and community contexts across both print and digital media.

Licensing/Regulatory Information
No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

To enter this qualification, individuals must provide evidence of their ability to:

- apply visual communication history and theory to own professional practice
- produce professional typography
- produce graphic designs for two-dimensional and three-dimensional applications
- create and manipulate graphics and design complex publication layouts

Skills and knowledge may have been acquired through graphic design work experience or through formal study.

Packaging Rules

Total number of units = 15
7 core units plus
8 elective units of which:

- 5 units must be selected from the electives listed below
- 3 units may be selected from the remaining listed electives or any currently endorsed training package qualification or accredited course at Diploma or above.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid vocational outcome.

Core units
BSBDES502 Establish, negotiate and refine a design brief
BSBDES601 Manage design realisation
BSBPMG522 Undertake project work
CUAGRD601 Engage in the business of graphic design
CUAGRD602 Originate graphic designs for complex briefs
CUAGRD603 Extend typographic design expertise
CUAPPR504 Establish and maintain environmentally sustainable creative practice

Elective units
BSBADV509 Create mass print media advertisements
BSBADV510 Create mass electronic media advertisements
BSBCRT501 Originate and develop concepts
BSBCRT601 Research and apply concepts and theories of creativity
BSBDES501 Implement design solutions
BSBDES602 Research global design trends
BSBDES801 Research and apply design theory
BSBEBU501 Investigate and design e-business solutions
BSBEBU502 Implement e-business solutions
BSBINN501 Establish systems that support innovation
BSBINN502 Build and sustain an innovative work environment
BSBINN601 Lead and manage organisational change
BSBIPR401 Use and respect copyright
BSBIPR501 Manage intellectual property to protect and grow business
BSBMKG421 Optimise digital media impact
BSBMKG524 Design effective user experiences
BSBMKG530 Create distributed multiplatform digital advertisements
BSBWOR501 Manage personal work priorities and professional development
BSBWRT401 Write complex documents
BSBWRT501 Write persuasive copy
CUAACD501 Refine drawing and other visual representation tools
CUAACD502 Create observational drawings
CUAACD503 Select and refine a specialised drawing technique
CUAACD504 Research and apply light and colour
CUAACD506 Refine 2-D design ideas and processes
CUAACD507 Refine 3-D design ideas and processes

CUAACD512 Work with photomedia in creative practice

CUAACD601 Extend professional expertise with drawing and other visual representation tools

CUADES601 Design innovative products

CUADIG401 Author interactive media

CUADIG403 Create user interfaces

CUADIG501 Coordinate the testing of interactive media products

CUADIG502 Design digital applications

CUADIG503 Design e-learning resources

CUADIG506 Design interaction

CUADIG507 Design digital simulations

CUADIG508 Refine digital art techniques

CUADIG509 Investigate technologies for the creation of digital art

CUAGRD604 Develop and execute advertising concepts

CUAGRD605 Develop graphic designs for the built environment

CUAGRD606 Develop graphic designs for packaging

CUAGRD607 Develop graphic designs for branding and identity

CUAILL501 Develop professional illustrations

CUAILL502 Refine illustration techniques

CUAPHI501 Apply visual communication theory to photo imaging practice

CUAPHI503 Explore the descriptive and emotive nature of photo lighting

CUAPHI509 Plan and produce visual art photo images

CUAPHI513 Employ colour management in a digital imaging workplace

CUAPPR505 Establish and maintain safe creative practice

CUAPPR602 Collaborate in professional creative projects

CUAPPR604 Publicly present a body of own creative work

CUAPPR606 Extend expertise in a specialised art form to professional level

CUARES602 Extend cultural research expertise

CUAWRT601 Write scripts

ICTWEB501 Build a dynamic website

ICTWEB505 Develop complex web page layouts

ICTWEB506 Develop complex cascading style sheets

ICTWEB508 Develop website information architecture

ICTWEB516 Research and apply emerging web technology trends

SITXICT401 Build and launch a small business website

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUA60315 Advanced Diploma of Graphic Design	CUV60411 Advanced Diploma of Graphic Design	Updated to meet Standards for Training Packages. Clarification of packaging rules and	No equivalent qualification

Code and title current version	Code and title previous version	Comments	Equivalence status
		changes to core. Unit codes updated.	

Links

Companion volumes are available from the IBSA website - http://www.ibsa.org.au/companion_volumes